R E P O R T R E S U M E S

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VOCATIONAL AND TECHNICAL ADVISORY COMMITTEES GUIDANCE FOR OUR FUTURE.

BY- RIENDEAU, ALBERT J. HOERNER, JAMES L.
WEST VALLEY JUNIOR COLL., CAMPBELL, CALIF.

EDRS PRICE MF-$0.25 HC-$1.56 37P.

DESCRIPTORS- *JUNIOR COLLEGES, *SCHOOL COMMUNITY COOPERATION, *ADVISORY COMMITTEES, *VOCATIONAL EDUCATION, *TECHNICAL EDUCATION, OCCUPATIONAL GUIDANCE, CAMPBELL, CALIFORNIA,

LOCAL ADVISORY COMMITTEES (1) ASSIST THE COLLEGE IN ORGANIZING ITS VOCATIONAL-TECHNICAL EDUCATION PROGRAM, (2) ADVISE ON MATERIAL PROCUREMENT, (3) ACQUAINT THE COLLEGE WITH CURRENT INDUSTRIAL PRACTICES AND DEVELOPMENTS, AND (4) HELP TO COORDINATE PROGRAMS TO MEET COMMUNITY NEEDS. SPECIFIC FUNCTIONS MAY BE IN THE AREAS OF (1) STUDENT SELECTION CRITERIA, (2) INSTRUCTOR GUIDANCE, (3) MORAL SUPPORT, (4) PUBLIC RELATIONS, AND (5) TEACHER RECRUITMENT. COMMITTEE MEMBERS SHOULD BE CHARACTERIZED BY EXPERIENCE, ADEQUATE TIME, AND CHARACTER. SINCE THE NATURE OF PROBLEMS MAY VARY AMONG COLLEGES, THE OPERATION OF ADVISORY COMMITTEES MAY ALSO BE EXPECTED TO VARY. THE COLLEGE REPRESENTATIVE, WHO FUNCTIONS AS AN EX OFFICIO MEMBER, IS USUALLY THE DEAN OF VOCATIONAL-TECHNICAL EDUCATION. HIS DUTIES OFTEN INVOLVE COMMITTEE COMMUNICATIONS, REPORTS, ARRANGEMENTS FOR FACILITIES, AND CLERICAL ASSISTANCE. MEMBERS ARE APPOINTED FOR DEFINITE PERIODS, USUALLY WITH STAGGERED TERMS AND REPLACEMENT. ADVISORY COMMITTEES PROVIDE A VITAL INTERCHANGE OF INFORMATION BETWEEN THE COLLEGE AND ITS COMMUNITY. (HH)

Vocational and Technical Advisory Committees

Guidance for our future...

ED016461

West Valley College Engineering Technology Division **Campbell, California**

IC 670 744

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
OFFICE OF EDUCATION

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Engineering Technology Division
West Valley Joint Junior College District

- The West Valley College Philosophy
- Why Advisory Committees?
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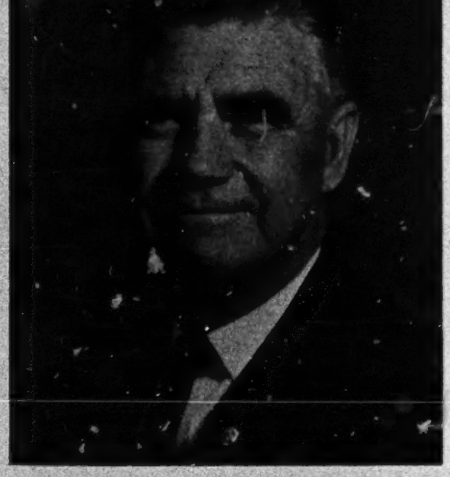
- Advisory Committees & Occupational Programs



WESLEY P. SMITH
State Director of
Vocational Education

"I cannot conceive of a successful vocational-technical program that does not include the direct involvement of an active advisory committee." **Wesley P. Smith**

THE WEST VALLEY COLLEGE GOVERNING BOARD, standing, left to right: Robert A. Sorensen; Dr. Edwin C. Browne, vice-chairman; Donald E. Lindstrom; William J. Homan. Seated are: Robert W. Brydon, chairman; Edward A. Panelli, and Jack Armstrong.

The West Valley College Philosophy

West Valley College is a community college. It serves the residents of a large district in the Santa Clara Valley which is made up of three high school districts: Santa Clara, Campbell, and Los Gatos High School Districts. The College provides education and services in four main areas:

1) Vocational and technical education in the areas of applied arts and sciences, business, engineering technologies, health sciences, and public and social services.

2) Two years of university pre-professional education which can be transferred to four-year colleges and universities.

3) Opportunity for continuing and broadening educational courses and programs for adults who may wish to expand their educational and cultural experiences.

4) Community services in various areas so that those who desire may broaden their cultural and educational background.

The college maintains an open door policy which permits college-age youth and adults who can benefit from higher education to take advantage of the opportunity which has been provided for them.

Primary attention has been given to the development of vocational-technical curriculum to meet existing needs in the greater San Francisco Bay Area. The food services and restaurant management program and the licensed vocational nurse program, both in their first year at the College, are examples of curricula that are based upon community needs and employment opportunities

West Valley College uses community facilities wherever possible to supplement campus facilities; classroom activities with industrial and business experience is thus provided in an occupational setting. The internship programs for students from the medical assisting, secretarial, nursing and other programs of education are intended to provide real life working situations. The transition to the world of work upon graduation thus becomes a pleasant experience as the students are productive employees when they complete the program of study.

The general program of institutional research followed by West Valley College is applied to each occupational education program and its graduates. Some of the specific objectives toward which the efforts of the college are aimed include:

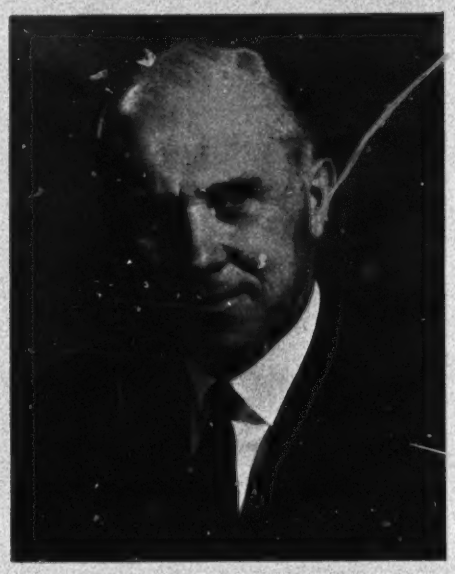
1) Reducing the number of students who leave or drop out of College before satisfactory completion of work.

2) Assessing the degree to which the curriculum and instruction are adapted to the full range of student community needs.

3) Improving the effectiveness of technical and occupational curricula.

4) Evaluating the competency of placement services.

A major study is currently being conducted by the College to evaluate the effectiveness of communication courses of study for the terminal student, and to ascertain the level of language arts required for selected occupations. Key college personnel are actively engaged in community projects, others hold membership in civic organizations, while still others have maintained affiliations with industry in the interest of meeting community needs.



Foreword

Junior colleges place a high value on the services of their advisory committees. They look to them for guidance in the development and continuance of many of their educational programs, particularly those in the technical and vocational areas. This, of course, is especially true in the case of a new and growing college such as West Valley College.

We know that community colleges are closely related to the social forces at work in their immediate locales. Indeed, a community college which is not closely identified with the community which it serves is not fulfilling its high purpose. A society usually sees itself reflected in its schools, and conversely, the schools and colleges are reflected in the society of which they are a part. While neither image may be perfect, nevertheless the consistency of image is there.

The real task of the community college, such as West Valley College, is the development and perpetuation of the necessary skills for maintaining and improving the image of the community. This can best be accomplished with the help of locally oriented Advisory Committees. Schools and colleges throughout our land are looking to these "experts" for assistance in providing training programs that are attuned to the times and designed to serve their respective community's needs.

The Governing Board of the West Valley Joint Junior College District joins me in expressing our heartfelt thanks to the Advisory Committee members listed and described in this handbook. They are showing us the way that our college can more effectively serve the West Valley Community.

WALLACE W. HALL

Superintendent-President

Why Advisory Committees?

The Engineering Technology Division at West Valley College would be hard pressed to provide adequate training for its students without local cooperation. The active participation of the community's manufacturers, engineers, distributors, entrepreneurs, dealers and service technicians is solicited to work and plan with the college's administrators and instructors.

The broad field of occupational education is constantly expanding its requirements. The need for more knowledge, experience and skill among the electronic technicians, draftsmen, engineering technicians, and in the health and service occupations continues to increase. These technological advances require the joint effort of school and community to remain abreast of changing needs.

One of the early recommendations of the Governing Board in 1963, when it became apparent that West Valley College would almost immediately be offering training for skills which were in short supply, was for the establishment of local advisory groups. These special groups were to be composed of industry representatives who were aware of and interested in the local situation, and who, together with college administrators and instructors, would bend their efforts toward:

1. Assisting the college in organizing its vocational-technical education curriculum
2. Advising on material procurement
3. Acquainting the college with current practices and developments within the industry
4. Acting as program coordinators to generally guide training so as to best fit the current needs of the greater community's industries.

The controlling purpose of vocational-technical education is to fit its two-year graduates for useful employment or advanced education. This cannot be accomplished without a constant exchange of information to keep the program realistic to fit the changing needs of industry. Only with a properly functioning advisory committee can educational authorities develop vocational and technical education programs based on the real needs of the community. These key people from industry help to acquaint the schools with trends, technical advancements and the varied requirements of industry for specific skills and training.

An Advisory Committee, sensitive to the daily needs of local industry, can provide the effective interchange of information so vital to both school and industry. It provides a link between the school and the community through which occupational activities are coordinated.

Advisory Committee Functions

While occupational needs surveys from time to time focus attention on skill shortages (and surpluses) which are of vital concern to the schools and colleges in a community, the Advisory Committees help to determine and verify the training needs. Because they are a vital part of the community, they can help the educator in maintaining a level of practical instruction which has real meaning for both youth

and adults in terms of conditions in the community.

The Advisory Committee serves to evaluate training programs at the junior college level to ascertain whether or not they provide the kind of training which life situations demand. When course outlines are prepared, representatives of the industry are consulted in order to make sure that the techniques being taught are in keeping with the specific and current requirements of the industry. Instructional materials, equipment, standards for production work, and course outlines are reviewed periodically by the advisory committee in order that they may be kept up-to-date and functional.

Student Selection

Some advisory committees are more effective than others in the selection of students for special programs. The admission recommendation by a committee member for a particular training program carries special weight at West Valley College. Since the Advisory Committees help set up standards for entrance into occupational education programs, the students whom they recommend are usually highly motivated and reflect some of the wise counseling of the Committee member.

Guiding the Instructor

Most instructors find that working with an Advisory Committee is a stimulating experience. He receives encouragement and increases his confidence through this association; the burden of responsibility is lightened as it is shared.

The instructor has learned that the chances for success of a new enterprise are enhanced when appraised by those who are qualified to judge!

Moral Support

Individual Advisory Committee members have appeared at public hearings and spoken before civic gatherings in the interests of improved occupational education. Obviously, only when the citizens know about the achievements and needs of these occupational programs will they have an intelligent basis on which to consider the financial needs of the College.

It is hoped that as various organizations in the community, such as unions, manufacturers, associations, service clubs, and other civic groups, know the objectives and needs of West Valley College, they will be more likely to support legislation which will strengthen occupational education programs.

Public Relations

West Valley College's wholehearted endorsement of Advisory Committees for its vocational-technical programs is its way of saying: "Ours is an open-door college; our programs are planned for the benefit of the community — we are here to serve the public."

One of the greatest services rendered by Advisory Committees is the interpretation of the college educational program to the people of the community. They bring about an understanding of the purposes and functions of the vocational-technical program and an appreciation of how the school is meeting its responsibilities. The increased community interest in these programs at West Valley College is a direct result of its active Advisory Committees.

Instructor Procurement

Several of the Advisory Committees have already rendered an important service to the college by helping to secure competent instructors. Their recommendations for candidates are actively sought from time to time as needs arise. In addition to encouraging top craftsmen from industry to become teachers on a full or part-time basis, they have served as screening committees to narrow the field of applicants for final selection by the College Governing Board and Administration.

Advisory Committee Organization

Since the college is anxious to work with those people in the community who can contribute most to the success of the occupational education program, appointments to Advisory Committees demand considerable discretion. The success or failure of these committees depends upon the ability and willingness of the members to contribute.

Personal Qualifications

At least three essential criteria are kept in mind when selecting and inviting individuals for membership in one of the West Valley College Occupational Advisory Committees:

1. **Experience** — Members must have had successful first-hand experience in the special area being served. They are persons who have the respect and confidence of their associates.
2. **Adequate time** — Since an advisory committee should meet as frequently as necessary, members must maintain close contact with the activities of the school. It will be necessary to devote some time to committee work, some of which will be on the college campus. In this connection, it may be advisable to provide alternates for each member.
3. **Character** — Most members are invited to serve on the West Valley College Advisory Committees at the recommendation of their colleagues. They are described as exhibiting a strong sense of responsibility and civic-mindedness, and are considered highly cooperative by their immediate supervisors.

The final authority for approval of selected committee members rests with the West Valley College Governing Board. The Advisory Committees listed in this handbook required board action at a regular Board Meeting and their appointment became an official matter of record.

In addition to considering the personal attributes of the individual members, every effort is made to have truly representative committees. These committees, it will be noted, are selected from a cross section of organizations in the community, from several geographical areas in an attempt to achieve balance.

Advisory Committee Operations

West Valley College has its own unique problems to meet; therefore, the Advisory Committees may operate somewhat differently to Advisory Committees at other colleges. The following generalizations are made regarding the College occupational education Advisory Committees and their methods of procedure.

Selection of Chairman

Most of the Advisory Committees were formed by the time classes started in September, 1965. However, due to the press of forming new programs, a few committees held their first meetings late in the fall semester, with all Committees having met at least once by the end of the fall semester.

Since the persons who most needed the help were the college representatives, they served as acting chairmen at the early meetings. As time goes on and the members become better acquainted, the committees will be expected to appoint their own chairmen from among the lay members and representatives of the college.

Duties of the Chairman

The chief duty of the chairman is to preside at all meetings of the committee. He will be expected to work closely with the college administration at all times and will be consulted when the agenda for the meeting is prepared. It is usually the responsibility of the chairman to appoint sub-committees and to represent the Advisory Committee when appropriate.

Who Represents the College

The most logical individual to assume the task of representing the college at the Advisory Committee meetings is the dean of vocational-technical education. As the college occupational programs expand and meetings increase, it becomes physically impossible for one person to represent the college at all meetings, therefore a representative who is knowledgeable in the special area will be appointed to speak for the college. In addition, the instructors of the particular department under discussion will work with the Committee and assist at the meetings.

Duties of the College Representative

The college representative will serve as chairman, secretary, or general consultant of the Advisory Committee, or a combination of these. It is important to note that in any event, he is considered an ex-officio member of the Committee. He is present to seek advice, not to give it.

Some of his duties will include reading and keeping minutes, notifying members of time and place of meeting, arranging for meeting rooms at the college, providing statistical or descriptive information concerning the college, and preparing reports of progress. The college will assume the tasks of providing all clerical assistance needed in the work of the Committee, including minutes, reports, recommendations, and special notices.

One of the chief duties of the college representative is the preparation of the agenda for each meeting. It is his responsibility to state the problems involved in the occupational education programs and to present them to the Advisory Committee for discussion and recommendations. It is important that members of the committee be consulted in order to discover what the laymen believe to be weaknesses in the program and to get new, original ideas for improvements and additions.

It has been said that achievements of Advisory Committees are in direct relation to demands made on them by schools and colleges. It therefore behooves the college representative to obtain the maximum benefits from these specialists through active participation at meetings.

Lines of Communication

It has been the practice at West Valley College to send copies of the minutes, including recommendations, to all individuals and agencies involved. This has included administrative officers of the college, the several division chairmen at the college, and the organizations represented by the Committee members. Thus the thinking of the Advisory Committee is made available to all interested persons, and the college authorities may use the suggestions as they choose.

Number of Members

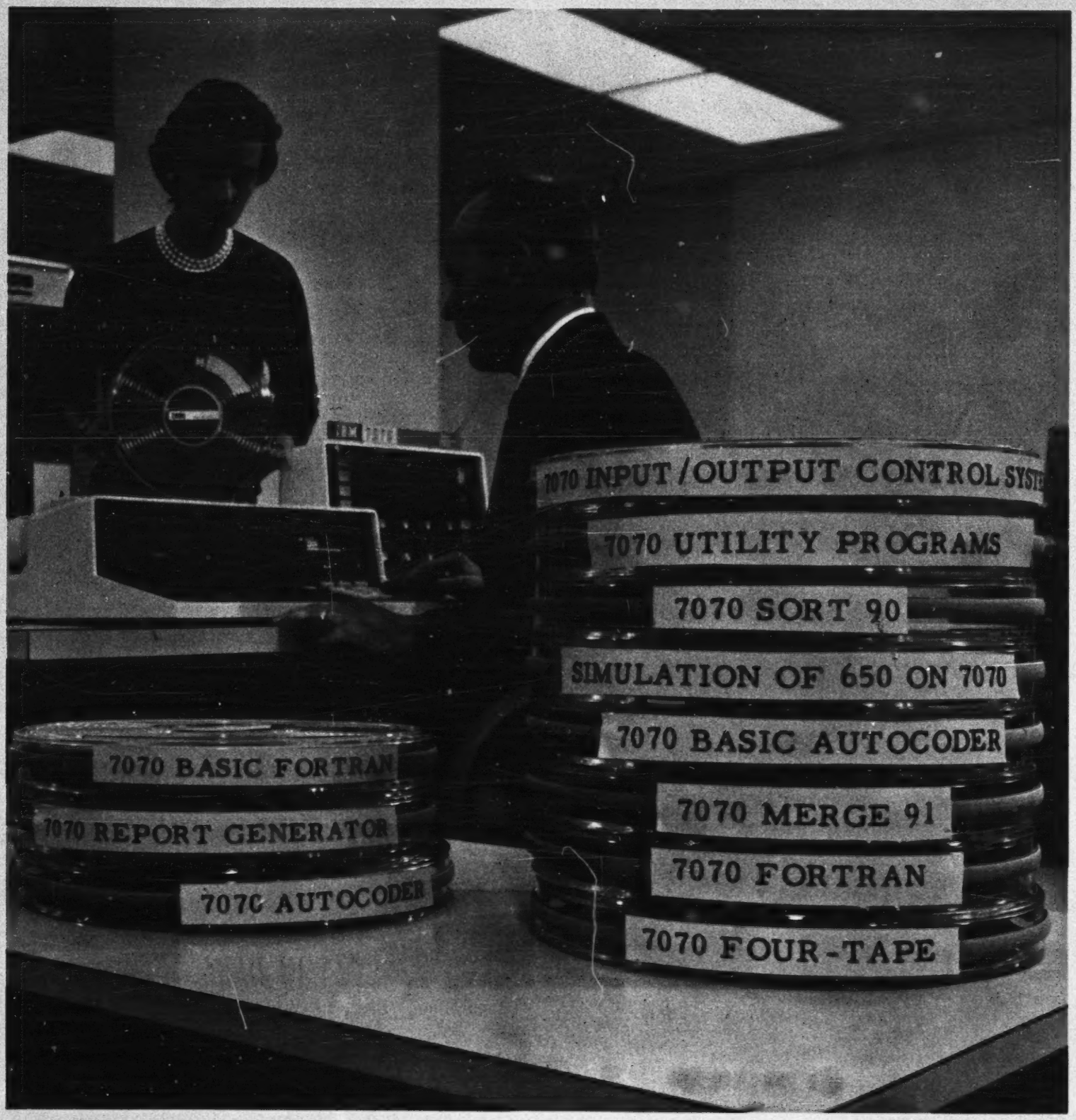
The number of members on an Advisory Committee varies with the nature of the program served. This group should not be so large that it becomes cumbersome to deal with. It should lend itself to informal, constructive discussion.

Term of Membership

Members are appointed to definite terms of office serving from one to three years. Provision is made for staggered replacement so that there will always be old, experienced members serving. When a term has expired, a new committee member will be appointed with the approval of the Governing Board. Members may be reappointed for a new term at the request of the College representative.

Number of Meetings

With an ever expanding campus and programs to match, it has been difficult to standardize the number of meetings that each Advisory Committee should hold during the course of a year. The practice of calling meetings whenever there is important business to be conducted will be continued during 1967-68. Calling the Committee together for meetings to discuss matters that might have been resolved by mail will be avoided by the College in deference to the already heavy demands of the jobs of most committee members.


7070 INPUT/OUTPUT CONTROL SYSTE
7070 UTILITY PROGRAMS
7070 SORT 90
SIMULATION OF 650 ON 7070
7070 BASIC AUTOCODER
7070 MERGE 91
7070 FORTRAN
7070 FOUR-TAPE
7070 BASIC FORTRAN
7070 REPORT GENERATOR
7070 AUTOCODER

Data Processing

The Electronic Data Processing curriculum is designed to provide services for the total industry and not just segments of it. It is the processing of information which is expressed in alphabetic and numeric form and has application in three broad areas: engineering and scientific research and application, research and development in management science, and control of business operations.

ADVISORY COMMITTEE

Mr. Woodrow H. Wilson, chairman
Instructor in Data Processing
379-1733

Mr. L. H. Amaya
Computer Center, Manager
Lockheed Missiles & Space Co., Sunnyvale
742-7663

Mr. James V. Brown
Manager of Corporate Data Center
FMC Corporation
1125 Coleman Avenue, San Jose
289-2671 — Ext. 2848

Mr. B. C. Dove
Director of Marketing
Mellonics Systems Development Division
505 West Olive Street, Sunnyvale
245-0795

Mr. C. H. Finnie, Jr.
Computer Programming Supervisor
D/59-32
Lockheed Missiles & Space Company, Sunnyvale
742-2401

Mr. R. Dean Kunkle
Data Processing Manager
Granger Associates
1601 California Avenue, Palo Alto
321-4175

Mr. O. C. Phipps, Jr.
Computer Group Supervisor
Philco Corporation, Palo Alto
326-4350

Mr. George Vandermate
Assistant Director, D. P. Dept.
County of Santa Clara
70 West Hedding, San Jose
299-2911

Mr. D. G. Wyman
Systems Programmer, I.B.M.
Ford & Cottle, San Jose
277-7100 — Ext. 4062

West Valley College: 379-1733

*Albert J. Riendeau, Dean
Division of Engineering Technology

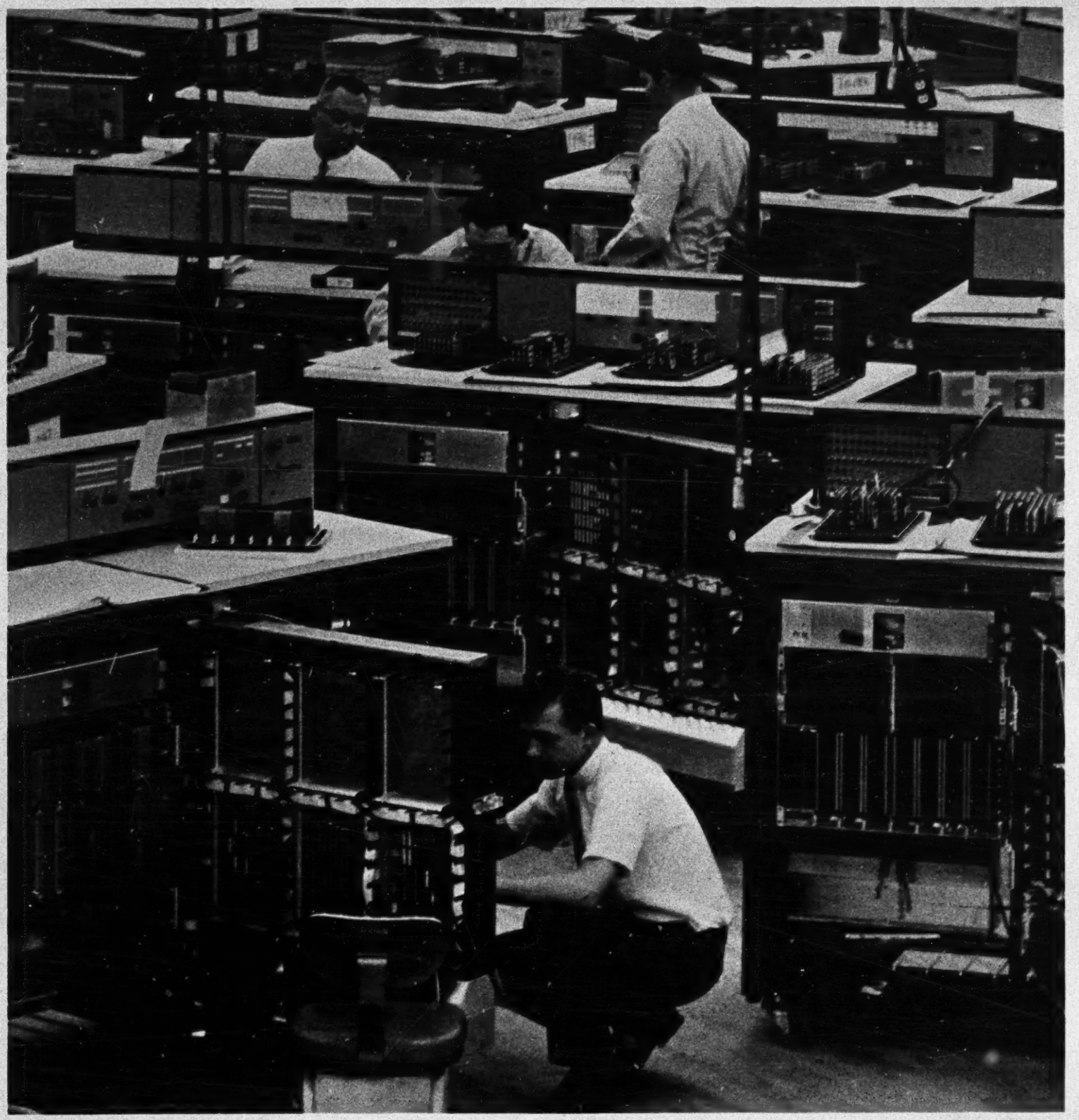
Gunter Klein, Supervisor-Programmer
Data Processing

Meeting Schedule:

Called as needed.

* As Dean of the Division of Engineering Technology, Albert J. Riendeau is an ex-officio member of each advisory committee within the division.

Santa Clara County has been transformed by the electronics industry.



Electronics

Electronic technicians are in high demand by many industries in the Nation, especially those who are concerned with aerospace, air traffic control, communications, and automation. Santa Clara County industry, with its emphasis on missiles and space craft, and on research and development has been absorbing all graduates of this program. Courses in mathematics, science, mechanisms, television fundamentals, industrial control circuits, and associated subjects make up the electronic technician program.

ADVISORY COMMITTEE

Mr. Robert Bain
Stanford Research Institute
Menlo Park
326-6200 — Ext. 3617

Mr. Steve Banks, Field Manager
I.B.M. Corporation
1955 The Alameda, S.J.
248-2620

Mr. John D. Courtney, Manager
Operational Programs Engineering
General Electric Company
355 W. Olive Street, Sunnyvale
245-4900 — Ext. 32

Mr. Dave Johnstone
Senior Test Engineer
Hewlett-Packard Company
1501 Page Mill Road, Palo Alto
326-7000

Mr. William J. Kerwin
Chief of Electronics Research Branch
Ames Research Center — N-213-4
Moffett Field
961-1111

Mr. W. K. F. Lee, Supervisor
Calibration Laboratory
United Technology Center
1050 East Arques Avenue, Sunnyvale
778-8881 — Ext. 2455

Mr. Robert A. Mason
Director of Communications
Santa Clara County
2700 Carol Drive, S.J.
299-1211

Mr. A. L. Scheideler
Atomic Power Equipment Department
General Electric Company
175 Curtner Avenue, S.J.
297-3000 — Ext. 2546

Mr. Arthur Scholar
Transmission Engineer
The Pacific Telephone & Telegraph Co.
111 North Market Street, S.J.
288-9000

Mr. Jack A. Winchell
Dept. 58-64, Bldg 151
Lockheed Missiles & Space Company
P. O. Box 504, Sunnyvale
742-2640

West Valley College: 379-1733

Mr. Robert J. Fell, Instructor

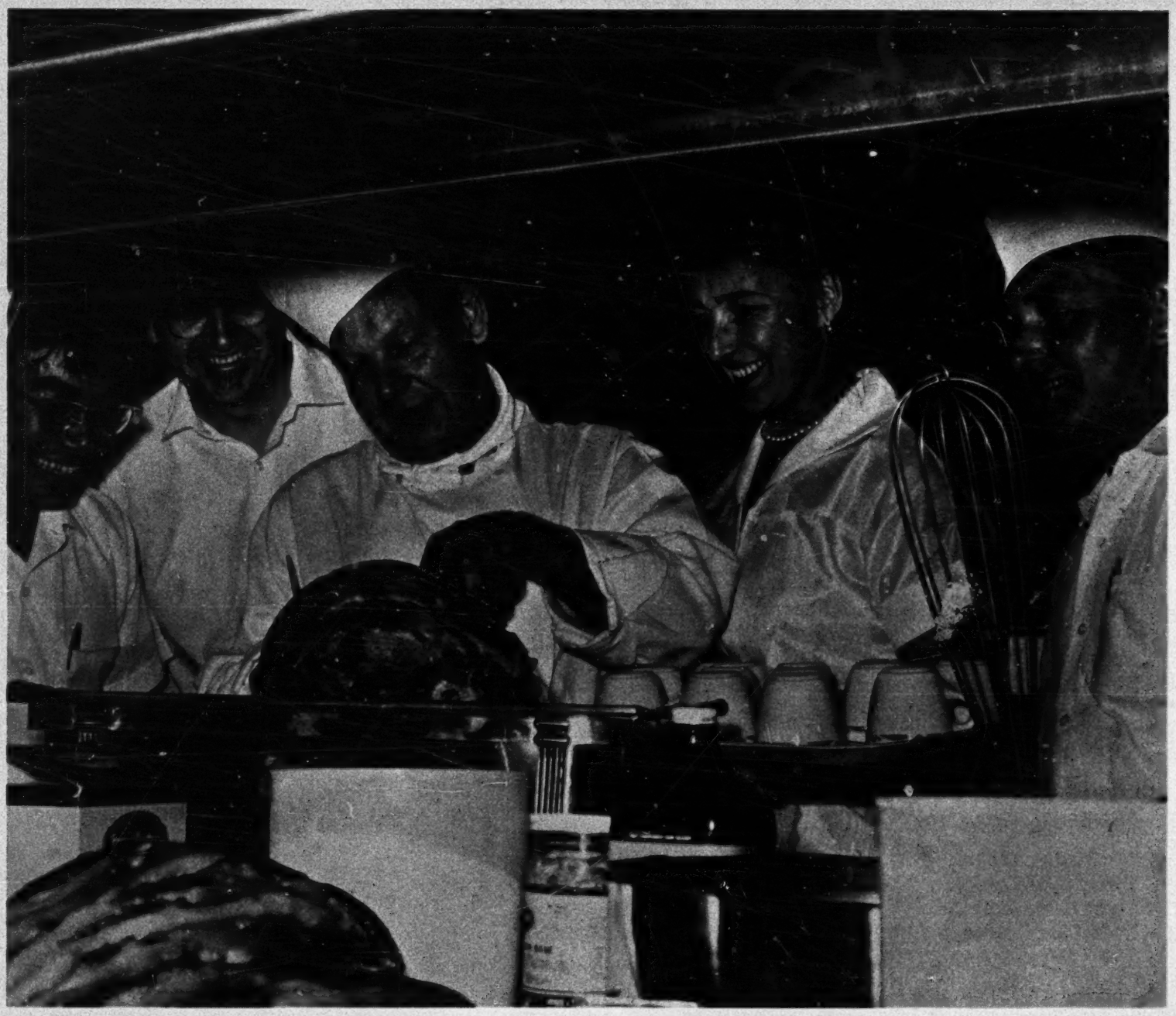
Mr. Joseph T. Livingstone, Instructor

Mr. Joseph A. Markum, Jr., Instructor

Meeting Schedule:

Called as needed.

The Food Services and Restaurant Management Program at West Valley College serves the needs of the entire county; students are referred to this program by the several educational institutions in the county.



Food Services and Restaurant Management

The enormous size of the food service industry makes it one of our most important. In California, the food and beverage business ranks as the largest in retail business, and it ranks fourth in the nation. The WVC program is designed to meet the needs of the industry for technically and professionally trained personnel in mid-management. An internship program is offered during the sophomore year in order to provide the student with some of the many experiences found in the restaurant industry.

ADVISORY COMMITTEE

Mr. Hal Bohannon (Co-Chairman)
Bohannon's Restaurant
1401 So. 1st St., S.J.
292-1266

Mr. Stan Veltman (Co-Chairman)
Cable Car Caterers
1474 Berger Drive., S.J.
286-5860

Mr. Louis Bosco (Vice Chairman)
Cooks & Waiters Local #180
1121 E. Santa Clara, S.J.
292-2363

Dr. Edwin C. Browne
(Formerly Dean, S.F. City College)
319 Andrews Street, Los Gatos
354-4285

Mr. Bob Buckley
17 West
34 Rosemary, S.J.
298-5000

Mr. Michael Dolan, Spartan Cafeteria
San Jose State College
125 S. 7th, S.J.
294-6414

Mr. Jay W. Hurlburt
The Menu Tree
2550 El Camino Real, Mt. View
253-8099

Mr. James Kaufman
Almaden Vineyards
1530 Blossom Hill Road, S.J.
S.F. YU 1-3700

Mr. Angelo Lygiyos
Angelo's
11 Race Street, S.J.
295-7765

Mr. Henry P'ymire, Convention Chairman
Chamber of Commerce Greater San Jose
Civic Auditorium Bldg., S.J.
293-3161

Mr. Walter A. Raich
Paul Masson Champagne Cellars
13150 Saratoga Avenue, Saratoga
257-0898

Mrs. Margot Savage, Mgr.
San Jose Employment Service
970 West Julian, S.J.
297-7822

Mr. Ken Springer
Canteen Food & Vending Service
1785 Rogers Avenue, S.J.
292-6640

West Valley College: 379-1733

Mr. Thomas Devins, Coordinator
Food Services & Restaurant Management

Mr. Manfred Boegeholz, Instructor
Chef — Cuisine

Mrs. Eleanor Condon, Instructor
Waiter — Waitress

Mr. Steve Volk, Instructor
Baking & Confectionery

Meeting Schedule:

Called as needed.

Civil Engineering Tech offers many challenges.

Civil Engineering Technology

This curriculum provides the basic educational preparation for technological activities in the fields of civil engineering and construction. Particular emphasis is placed upon the fundamental engineering principles required in civil engineering practice. Basic experience in field surveys, drafting, and laboratory testing is also provided.

ADVISORY COMMITTEE

Mr. Tom Fox
Senior Highway Engineer
California State Division of Highways
150 Oak Street, San Francisco
557-2141

Dr. Henry V. Hahne
Chairman, Dept. of Civil Engineering
University of Santa Clara
820 ARlviso, Santa Clara
296-3360

Mr. James R. Huff
City Administrator
City of Saratoga
13777 Fruitvale Avenue, Saratoga
867-3438

Dr. Robert H. Keyser
Associate Professor of Civil Engineering
University of Santa Clara
820 Alviso, Santa Clara
296-3360

Mr. Harry N. Lalor, Associate
Ruth, Going & Beck, Consulting Engineers
919 The Alameda, San Jose
297-8273

Mr. Thomas Morrison
Personnel Assistant
Pacific Gas and Electric Company
86 South 3rd Street, San Jose
298-3333

Mr. Frank Pisano
Consulting Engineer
Frank Pisano & Associates
333 North 26th Street, San Jose
292-9510

Mr. Brainerd Plehn
Consulting Engineer
394 So. San Antonio Road, Los Altos
948-1511

Mr. Edward Steffani
County Engineer
Santa Clara County
20 West Hedding Street, San Jose
299-1121

Mr. William Trigero
City Engineer
City of Santa Clara
1500 Warburton Avenue, Santa Clara
243-7010

Mr. William G. Wren
Acting Director of Public Works
City of Campbell
[illegible] No. Central Avenue, Campbell
378-8141

West Valley College: 379-1733

Mr. George Grubb, Jr., Instructor

Meeting Schedule:
Called as needed.

Doctors no longer can afford to work alone.

Medical Assisting

In the Bay Area particularly, where there is a growing expansion of population, the future is indeed bright for employment of medical assistants. The demand is far ahead of the supply and there is little indication that this trend will be altered in the forseeable future. Since the medical assistant is a key person to the successful physician, she will continue to be well paid for her services in this most gratifying profession.

ADVISORY COMMITTEE

Benson R. McGann, M.D., Chairman
Santa Clara Medical Society (Advisory to Medical Assistants Society)
747 Altos Oaks Drive, Los Altos
948-7777

Mrs. Barbara Andrews
Good Samaritan Hospital
871 Goodwin Avenue
San Jose
371-0500

Howard W. Christopher, M.D.
621 East Campbell Avenue
Campbell
378-8412

John K. Colwell, M.D.
15955 Samaritan Drive
San Jose
356-6400

Mr. Joseph Donovan
Santa Clara County Medical Society
700 Empey Way
San Jose
286-5050

Foy W. Green, M.D.
15066 Los Gatos-Almaden Road
Los Gatos
377-9180

Glen S. Harman, M. D.
431 Monterey Avenue
Los Gatos
354-1424

Mrs. Angela Minietta, Educational Chrm.
California Medical Assistants Association
1087 Park Avenue
San Jose
292-5151

Richard C. Rhodes, M. D.
1706 Willow Street
San Jose
266-6160

West Valley College: 379-1733

Miss Portia Frederick, Instructor

Mrs. Melba Welton, Instructor

Mrs. Marilyn Rasmussen, Instructor

Meeting Schedule:

Called as needed.

Sophisticated equipment helps in apprehending law breakers.

Law Enforcement

Law enforcement problems continue to be rendered more acute by the rapidly expanding population, by the concentration of people in urban areas, and by the many sides of our complex society. Today's world demands a law enforcement officer who has an excellent knowledge and understanding of human relations. The trend toward better salaries, plus modern, up-to-date facilities and equipment, provides for dignified living and an honorable profession. The college-trained officer is and will continue to be in great demand.

The Law Enforcement Program at West Valley College was organized to meet the growing need for such highly skilled individuals. It is approved by the California Commission on Peace Officers' Standards and Training.

ADVISORY COMMITTEE

Chief John D. Morgan, Chairman
Campbell Police Department
75 N. Central Ave., Campbell
378-8141

Lt. Robert H. Bash
Santa Clara City Police Dept.
Santa Clara Civic Center
296-2236

Sgt. James J. Guido
San Jose Police Department
North First & Mission, S.J.
292-3141

Sgt. Arthur E. Knopf
San Jose Police Department
North First & Mission, S.J.
292-3141

Chief Ralph M. Phillips
Los Gatos Police Dept.
101 Church St., L.G.
354-8600

Lt. Thomas J. Rosa
Santa Clara Co. Sheriff's Office
180 West Hedding, S.J.
294-1334

Lt. W. A. Rasmussen
California Highway Patrol
680 Commercial Street, S.J.
295-1023

West Valley College: 379-1733

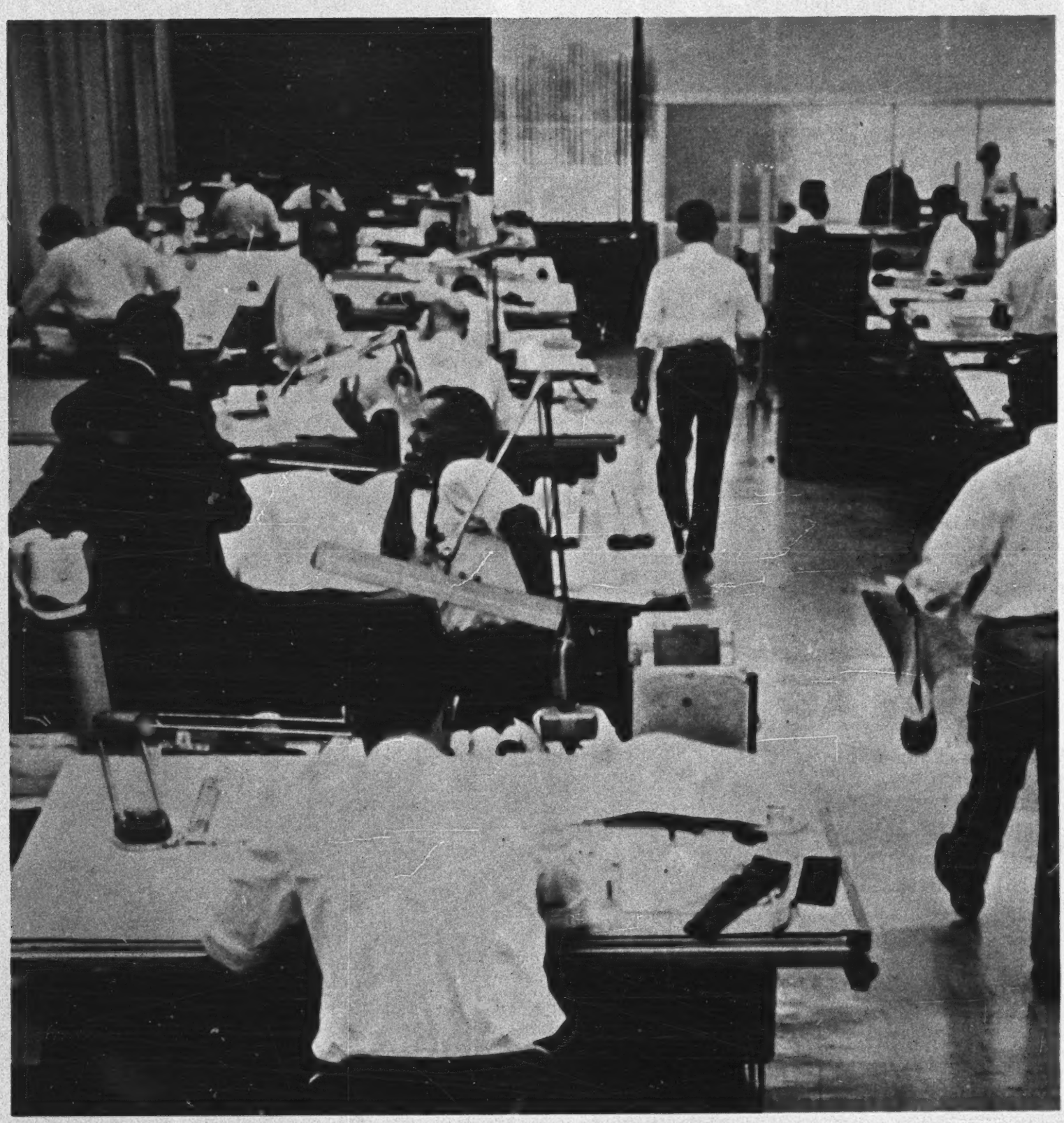
Harold E. Welborn

Police Science Coordinator

Meeting Schedule:

Called as need.

There is a need for skilled draftsmen by industry.



Technical Drafting

The increasing complexity of industrial technology has created a need for trained personnel at the beginning draftsman levels. The function of these persons is to create the detail working drawings necessary to produce the company product. All manufacturing, construction and service concerns will have one or more draftsmen in their employ. In recent years, job placement opportunities in Santa Clara County have risen in direct relationship to the skills acquired by the student.

ADVISORY COMMITTEE

Mr. James C. Babcock
Assistant Professor
Drafting Department
San Jose State College, S.J.
294-6414

Mr. Howard Biebesheimer
Coordinator, Drafting
San Jose City College, S.J.
298-2181

Mr. Richard F. Congdon
Chief, Drafting Services
United Technology Corp., Sunnyvale
739-4880

Mr. Lionel Cross, Chairman
Supervisor, Industrial Arts & Agriculture
San Jose Unified School District, S.J.
293-5303

Mr. Wilfred Gibbs
Drafting Department
San Jose City College, S.J.
298-2181

Mr. Hal Hartman
Drafting Supervisor
Sylvania Electrical Products, Mt. View
966-4063

Mr. Guy Hill
Chief Draftsman
General Electric Company, S.J.
297-3000

Mr. Edgar Johnson
Drafting Supervisor
FMC Ordnance Division, S.J.
294-8124

Mr. Stan Kocal
Assistant City Engineer
Public Works Department
City of San Jose, S.J.
292-3141

Mr. Earle C. Lewis
President
American Institute of Architects, S.J.
294-9620

Mr. William Souza
Manager, Design Drafting
International Business Machines Corp., S.J.
227-7100

Mr. Tom Wild
Drafting Supervisor
Westinghouse Electric Co., Sunnyvale
735-3011

West Valley College: 379-1733

George C. Grubb, Jr., Instructor

Weston H. Kingsley, Jr., Instructor

A. Charles Tyler, Instructor

Charles Clyde, Instructor

Meeting Schedule:

Called as needed.

Skilled technical illustrators are in demand.

Technical Illustration

The drafting laboratories at West Valley College are equipped with up-to-date drafting and reproduction equipment. The nature of the technical illustration course is such that a maximum of individual attention is given to each student. Field trips are employed to acquaint the student with actual working conditions and outstanding architects, draftsmen, illustrators and engineers are brought in as guest lecturers. Students often are asked to engage in a friendly intra-class competition in the exercise of a particular design or drafting assignment for student or other campus use.

ADVISORY COMMITTEE

Mr. Hal Thomas, Chairman
Composite Arts
20061 Bollinger Road, Cupertino
253-8323

Mr. Carl A. Bergren
FMC
1105 Coleman Avenue, S.J.
289-3129

Mr. Wil Gibbs
Dept. of Technical Drawing
San Jose City College, S.J.
298-2181

Mr. Bob Grewohl, Instructor
Saratoga High School
Los Gatos Joint Union High School District
867-3411

Mr. Malcolm Gilmour
Westinghouse Corporation
Los Gatos
735-2386

Mr. Gerald Hansen, Instructor
Saratoga High School
Los Gatos Joint Union H.S. District
867-3411

Mr. Dale Hart
Philco Ford Corp., W.D.L. Div.
3825 Fabian Way, Palo Alto
326-4350

Mr. Joe Kirk
I.B.M.
1193 Runnymeade Dr., S.J.
736-0310 Ext. 58

Mr. W. H. Mattinson
Lockheed Missiles & Space Co.
Dept. 82-73, Bldg. 536, Sunnyvale
742-4028

Mr. Howard Petrey
Lockheed Missiles & Space Co.
Sunnyvale
378-4152

West Valley College: 379-1733

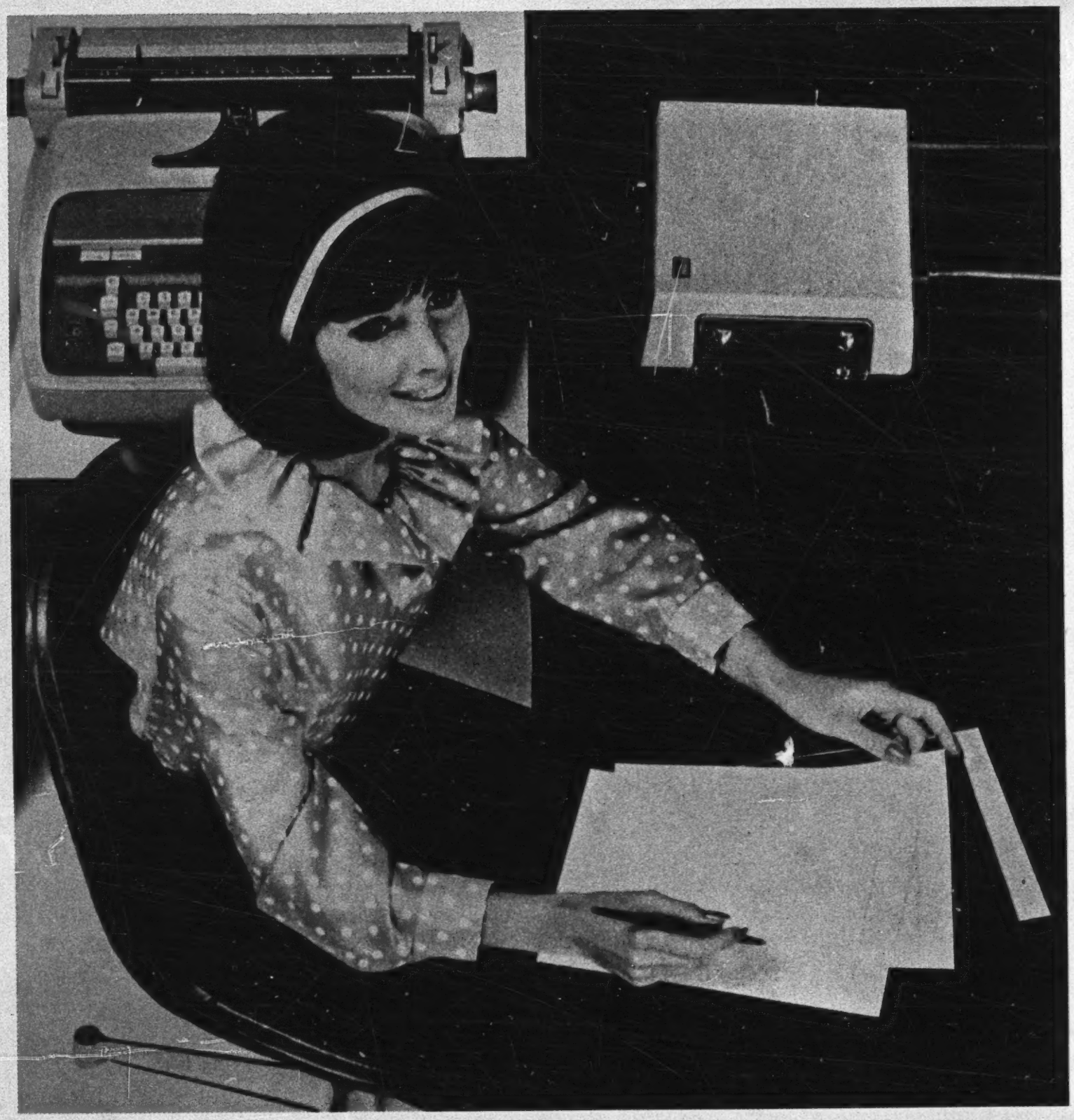
Mr. A. Charles Tyler, Instructor
Technical Illustration

Mr. Weston H. Kingsley, Instructor
Technical Drafting

Meeting Schedule:

Called as needed.

No machine ever will replace the efficient secretary.



Secretarial

The busy executive in today's complex business world has long been aware of the important role played by the competent secretary. Well-qualified typists seem to be available, but the young woman who is capable of being a real assistant to her employer is a rare and valuable asset to any staff. Working conditions are usually pleasant and salaries for top-level secretaries are high.

ADVISORY COMMITTEE

Mr. Milton Abel
Manager, Secretarial Services
IBM Corporation
Monterey and Cottle Roads, S.J.
227-7100

Mr. Bill Barnes
Heald Business College
10 Notre Dame Ave., S.J.
294-1964

Mr. Chris Clark, Coordinator
Organization and Management Development
Food Machinery Corporation
1105 Coleman Ave., S.J.
294-8124

Mrs. Katherine Gooch
Employment and Claims Assistant for
California State Employment Office
West Valley College
379-1733

Miss Jean Hartman
Pacific Telephone Company, Sunnyvale
288-9000, Ext. 3162

Mrs. Dorothy Hill
General Electric Company, S.J.
297-3000

Mr. Roland Hill
Manpower, Inc., S.J.
241-4900

Mrs. Donna Koelsch
IBM Corp., S.J.
227-7100 Ext. 3828

Mrs. Alice Larsen
Lockheed Missiles and Space Co.
Sunnyvale
742-6146

Mr. E. L. Lantz, Manager
Extraction Operations
International Minerals and Chem. Corp.
San Jose
294-4130

Mr. Donald C. McKenna
Acorn Personnel Agency
38 W. Santa Clara St., S.J.
297-2929

Mr. Thomas A. Morrison
Pacific Gas and Electric Co.,
86 South Third St., S.J.
298-3333

Mr. T. S. Motheral, Supervisor
Personnel Development and Benefit
Administration
Sylvania Electronic Systems, Mt. View
966-2832 or 2833

Miss Nancy Peterson
Employment Manager
Varian Associates, Palo Alto
326-4000

Mrs. Gust I. Strommer
District Staff Assistant
Standard Oil Company of California, S.J.
293-8811

West Valley College: 379-1733

Mr. Kenneth Schock, Bus. Div. Chairman

Mrs. Betty Cunningham, Instructor

Mrs. Donette Dake, Instructor

Mrs. Barbara Lea, Instructor

Mrs. Donna Mayfield, Instructor

Meeting Schedule:

Called as needed.

An exciting career awaits those who develop skills in fashion designing.

Textile and Clothing

Trained in a combination of business skills along with an understanding of fabric and color, the student is prepared for many different occupations. Some of these positions are entry jobs which lead to advancement. Among them are sales-persons, assistant buyers, assistant interior decorators, department managers, assistant designers and buyers.

ADVISORY COMMITTEE

Mrs. Gwenna Mortensen, Chairman
Instructor, Home Economics
West Valley College, Campbell
379-1733

Mr. Gene Bowlds
Interior Decorator
Breuner's Home Furnishers
525 Hamilton Ave., Campbell
378-9400

Mrs. Madge Drews
Personnel Manager
For "Macy's" at Valley Fair
2801 Stevens Creek Road, S.J.
248-3333

Mr. Lloyd Elliott
Elliott's Yardage
14942 Camden Ave., S.J.
377-2230

Mrs. Katherine Gooch
Employment and Claims Assistant
California State Employment Office.
San Jose
College office — phone: 379-1733)

Mrs. Marjory Harvey
Personnel Manager
Sears Roebuck Co.
1350 W. San Carlos, S.J.
295-6705

Mr. Earl W. Norris
Norris Fabric Store
316 Town & Country Village, S.J.
243-1787

West Valley College: 379-1733

Miss Mary Kenner, Instructor

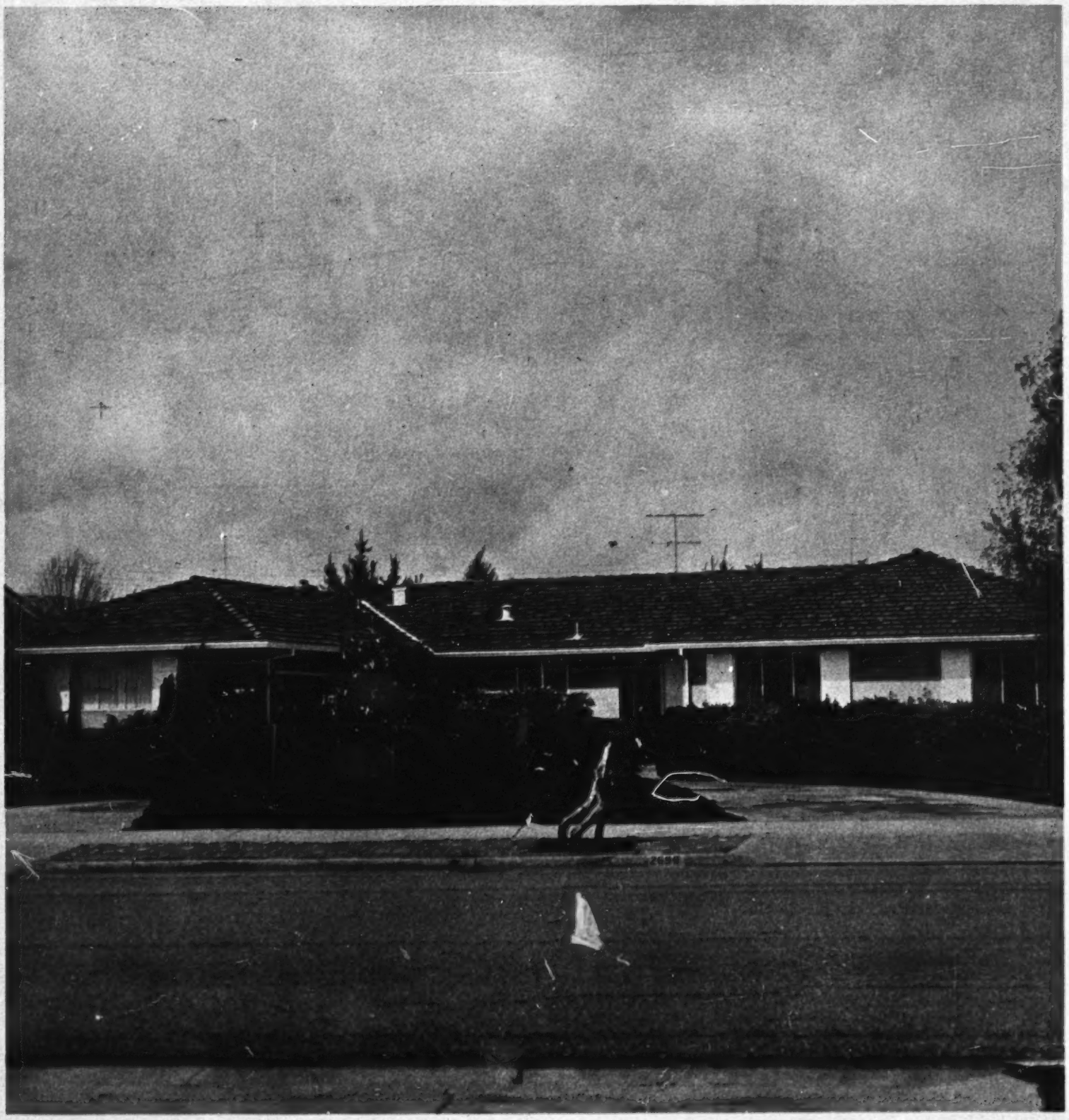
Mrs. Gwenna Mortensen, Instructor

Miss Tammy Taylor, Instructor

Meeting Schedule:

Called as needed.

A growing population means more homes — hopefully like this one.



Real Estate

The Santa Clara Valley area is one of the fastest growing areas in California, and this has significant implications for the field of real estate. There is a continuing need for well trained brokers and sales personnel as well as for better informed personnel in such related occupations as finance and construction.

Most of the members of the Real Estate Education Advisory Committee are Realtors and sales personnel who are closely identified with the two local real estate boards, but the other related occupational fields are also represented. The close working relationship which has been developed between the college and the real estate industry is the direct result of the efforts of all the members of this committee.

ADVISORY COMMITTEE

Mr. Fred W. Ernest
Western Title Guaranty
70 North Second Street, San Jose
293-2430

Mr. Emmette T. Gatewood, Jr.
260 Saratoga Avenue, Los Gatos
354-2740

Mr. Edwin V. Jacobsen
Edwin V. Jacobsen Investment Properties
1807 Pruneridge Avenue, Santa Clara
241-2273

Mr. Desmond F. Johnson
M.A.I., of Thomas L. Mitchell Co.
25 Bassett Street, San Jose
293-3773

Mr. Edward A. Kolstad
Saratoga Properties, Inc.
20432 Saratoga-Los Gatos Rd.
Saratoga
867-4766

Mr. Morris Loughran
Saratoga Village Realty
14477 Big Basin Way, Saratoga
867-4755

Mr. Robert C. Moore
Robert C. Moore and Associates
1777 Saratoga Avenue, Suite 200
San Jose
257-1520

Mr. Ernest M. Ornellas
Executive Secretary of the Santa Clara County Construction & Home Builders Association
345 Saratoga Avenue, Santa Clara
243-5889

Mr. Kenneth C. Root
Ken Root Realtor
1080 Lincoln Avenue
San Jose
292-7370

Mrs. Connie R. Russo
Pines Plaza Realty
100 W. Rincon Avenue
Campbell
378-0889

Mr. Theodore L. Shebs
Norman O'Connor Agency
225 Saratoga Avenue
Los Gatos
354-9520

Mr. Cecil J. Silva
Cecil Silva Mortgage Company
1799 Hamilton Avenue
San Jose
269-6941

Mr. Richard Van Valer
Val Vleck Realty
2060 Forest Avenue
San Jose
297-3915

Mr. Holland A. Vollenweider
Vollenweider Realty
2050 So. Bascom Avenue, Campbell
377-2462

Mr. Shelley Williams, Jr.
Shelley Williams Associates, Inc.
12960 Saratoga-Sunnyvale Road
Saratoga
867-3414

West Valley College: 379-1733

Dr. Gordon D. Aumack
Dean of Instruction

Meeting Schedule:

2nd Tuesday of each month, 4:00 p.m.

Nursing continues to be one of the most promising occupations of all.

Licensed Vocational Nursing

The Vocational Nursing Course is designed to develop nursing skills which will enable the student to administer competent total-patient care.

Licensed Vocational Nurses work under the supervision of the physician or registered nurse in a variety of situations. These positions are available in doctor's offices, private homes, convalescent hospitals, general hospitals, public health nursing, rehabilitation clinics and many industries.

ADVISORY COMMITTEE

Mrs. Maxine Eisele, L.V.N
131 Calle El Padre, Los Gatos
379-8721

Mr. Mel Estrada
Director of Vocational Education
Campbell Union High School District
124 West Latimer Avenue, Campbell
379-8550

Mrs. Marion Frazier, L.V.N.
490 Spring Street, Apt. #1, San Jose
297-5774

Mrs. Gertrude B. Gentile
Director of Nurses
Community Hospital Los Gatos - Saratoga
815 Pollard Road, Los Gatos
378-6131

Mrs. Kathryn Hooker, R.N., P.H.N.
139 Spring Street, Los Gatos
354-2234

Stanley L. Johnson, M. D.
240 Oak Meadow Drive, Los Gatos
378-6131

Mr. Frederic C. LeRocker
Administrator
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378-6131

Donald E. McCleve, M.D.
15861 Winchester Avenue, Los Gatos
356-5121

Malcolm R. Parker, M.D.
5150 Graves Avenue, San Jose
252-2511

John Rieger, M.D.
430 Monterey Avenue, Los Gatos
354-7575

Mrs. Stuart L. Rosendale
18485 Allendale Avenue, Saratoga
378-9602

Mr. Ralph Ross
Executive Administrator
Community Hospital Los Gatos-Saratoga
815 Pollard Road, Los Gatos
378-6131

Mrs. Charles Stewart, L.V.N.
1244 Tudor Court, San Jose
258-8724

Allan S. Vishoot, M.D.
264 Saratoga Avenue, Los Gatos
354-8620

West Valley College: 379-1733

Eunice E. Hedrick, Instructor

Helene Flolo, Instructor

Meeting Schedule:

Called as needed.

The All-College Advisory Committee

In addition to the several Advisory Committees serving special educational needs in the Engineering Technology Division, a large advisory committee has been organized to work directly with administrators and the Board of Trustees. The West Valley College Advisory Committee assists in the development and growth of the college. This group of representative businessmen, professional people and public officials act in a guidance and advisory capacity on such matters as the Governing Board desires to present to them from time to time.

Mr. Leon Poe, Chairman, 296-0423
Businessman, The Merry Mart
33 Washington St., Santa Clara

Mr. Warren H. Klippel, Vice Chairman
Engineer — IBM, 227-7100, Ext. 2068
19908 Glen Brae Dr., Saratoga

Judge Bruce F. Allen, 299-1121
Superior Court Judge
20130 Thompson Road, Los Gatos

Mr. Roger Brennan, 225-4494
Exec. Sec'y, Bldg. & Constr. Trades Council
370 Umbarger Rd., San Jose

Dr. Edwin C. Browne, 354-4285
(Formerly Dean, S.F. City College)
319 Andrews Street, Los Gatos

Mr. Halsey C. Burke, 297-3500
President, Burke Rubber Co., Inc.
2250 S. 10th St., San Jose

Mr. William H. Cilker, 354-4103
Orchardist
751 Blossom Hill Rd., Los Gatos

Mr. Daniel G. Fields, 297-2676
Engineer — IBM
1707 Clovis Ave., San Jose

Mr. Emmette Gatewood, Jr., 354-2740
Realtor
260 Saratoga Ave., Los Gatos

Mr. James T. Hartigan, 378-3286
Bus. Rep., Plumbers & Steamfitters Union
293 Ester Ave., Campbell

Mr. Ellis A. Howard, 286-3500
Manager, Wells Fargo Bank
20640 Signal Dr., Saratoga

Mrs. Desmond Johnson, 354-3018
Housewife
18500 Twin Creeks Rd., Monte Sereno

Judge Joseph P. Kelly, 299-1121
Superior Court Judge
966 Hilmar, Santa Clara

Mr. John Lincoln, 286-2660
Mayor of L.G., Banker
58 Alpine Ave., Los Gatos

Mrs. Jack Lucier, 243-0862
Housewife
1321 Klamath Dr., San Jose

Mr. Will W. Lester, Jr., 243-2025
Orchardist
426 Saratoga Ave., Santa Clara

Mr. Gerald S. Marshall, 867-9473
Engineer — Sylvania
19610 Three Oaks Way, Saratoga

Mrs. Clovis T. Mirassou, 356-4126
Housewife
147 Old Orchard Rd., Los Gatos

Dr. Robert E. Moore, 377-0407
Dentist
16290 Lilac Lane, Los Gatos

Mr. W. J. Nicholson, 241-3211
Industrial Construction
20091 Black Rd., Los Gatos

Mr. Charles Rose, 378-7195
Mayor of Campbell
80 Hamilton Ave., Campbell

Mr. Vernon R. Rutlen, 252-1117
Businessman
12420 Radoyka Dr., Saratoga

Mr. James St. Germaine, 297-1636
S. C. County Health Department
993 Audrey Ave., Campbell

Mr. Don R. Von Raesfeld, 244-1400
Manager, City of Santa Clara
P. O. Box 388, Santa Clara

Dr. William J. Wasserman, 354-7205
162 Loma Alta Ave., Los Gatos
Prof. of Chemistry, San Jose State

Mrs. James M. Wharton, 354-7879
Housewife
19265 Monte Vista Dr., Saratoga

Mr. Thomas A. Wilberding, 354-1247
Teacher — Scott Lane School, Santa Clara
15285 Sobey Rd., Saratoga

Mr. Frank A. Wilcox, 296-3144
Rancher
1019 Coffin Rd., Santa Clara

Mr. William A. Wilson, Jr., 248-2950
Mayor — Santa Clara
1391 Rosalie Dr., Santa Clara

Credit is gratefully given to the Electronics Industries Assn. and the American Association of Junior Colleges for use of much material from their publications on community advisory committees.
—Albert J. Riendeau

Prepared by Albert J. Riendeau, Dean
Engineering Technology Division

Assisted by James L. Hoerner
Vocational Administrative Intern

Design by Joe Kirk, IBM
Technical Illustrating Advisory Committee